Appendix 1 – Recommended Amendments to the Sign Chapter – Supplementary Evidence

KEY

Red Underlined – Additions recommended as part of s42A Report

~~Red Strikethrough~~ – Deletions recommended as part of s42A Report

Green Underlined – Additions recommended as part of Supplementary Evidence

~~Green Strikethrough~~ – Deletions recommended as part of Supplementary Evidence

SIGNS - SIGN

This chapter contains provisions that have legal effect. They are identified with a to the right hand side of the provision.

Overview

Signs contribute to the social, cultural, and economic ~~wellbeing~~ well-being of the District by providing community, consumer, and destination information, safety messages, traffic controls, and the opportunity to advertise and identify businesses, products and services. Signage is an accepted part of the urban *environment*. However, inappropriate placement, design, and size of signage, individually and cumulatively, can give rise to adverse *effects* on *amenity values* and the safety and efficiency of the *transport network*. Signage that advertises services or products which are not directly related to or associated with the activity undertaken on the *site* upon which the *sign* is located is of particular concern.

Signs located within, or partly within, the State Highway will require the permission of the New Zealand Transport Agency Waka Kotahi as road controlling authority regardless of the provisions in this District Plan. This does not apply to any sign constructed, maintained and displayed behind the kerbline of any State highway in an area where a 50 kilometre per hour, or lesser, speed limit applies, which are regulated by the territorial authority.

Objectives

SIGN-O1 Signage is consistent with the purpose, character and amenity of the zone where it is located.

SIGN-O2 Signage does not affect the safe, effective and efficient operation of the transport network or the safety of road users ~~of the transportation network~~, including pedestrians and cyclists.

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Policies

SIGN-P1 Enable signage which promote goods, services, cultural associations or events associated with activities being undertaken on the *site* where the *sign* is located.

SIGN-P2 Avoid the location of signage within legal roadways and rail corridors, except for *official signage.*

SIGN-P3 Ensure *signs* are of a type, scale and design which is appropriate for the location by having regard to the following:

1. the safety of *road* users including *pedestrians* and cyclists.
2. the *amenity* and heritage values, local character, cultural relationships and streetscape.
3. the *effects* of signage on the character and *amenity values* of the Town Centre and Local Centre Core Precincts in Gore and Mataura.
4. whether the *sign* is in proportion to the scale of the *building* and any architectural features on the *building*.

SIGN-P4 Avoid *signs* which generate *glare* or *light spill* through flashing lights.

SIGN-P5 Provide for temporary *signs*, including off-*site* temporary *signs* where their duration, size and number are limited to:

1. maintain the character and visual amenity of the surrounding area; and
2. ensure the safe, efficient and effective function and operation of the transport network.

Notes

Note 1	**Provisions in Other Chapters**
	The provisions in this chapter apply in addition to the provisions of the other chapters in the District Plan and the plan should be read as a whole.
Note 2	**Work or activity of the Crown**
	Section 4(3) of the RMA allows certain Crown activity to contravene a District Plan in relation to any work or activity on land held under the Conservation Act 1987 that is consistent with a conservation management strategy, a conservation management plan or management plan and does not have a significant effect beyond the boundary of that land. Accordingly, this chapter does not apply to Department of Conservation activities that meet section 4(3), but does apply to activities that do not meet section 4(3) of the RMA.

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Rules

Note: These rules apply to all signage visible from any *public place*, and any other *site* or *land* beyond the *site* on which the signage is located.

SIGN-R1	***Official Signs***	
All zones	**Activity status:** Permitted Note: This rule is not subject to any Standards in the District Plan.	**Activity status where compliance is not achieved:** N/A
SIGN-R2	**Temporary *Signs***	
All zones	**Activity status:** Permitted Where the *sign*: 1. Advertises a *temporary activity* and: (a) the sign is erected on the site of the event; (b) the *sign* is erected no earlier than 6 weeks and removed within 7 days of the activity ending; or 2. Is located on a construction site and: (a) the signage shows details of the construction or development including companies working on the *site* and / or health and safety provisions and requirements; and (b) the signage is erected no earlier than 2 months before commencement of the construction works and is removed within 14 days of completion of the *site* construction or development; or 3. Is for the maintenance and repair or upgrading of a *network utility*, where the *sign* is not an *official sign*: the *sign* is erected no earlier than 1 month before commencement of the works and is removed within 14 days of completion of the works; or	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. The matters of discretion for the relevant infringed standard. 2. The proposed duration of the display period. 3. *Effects* on the *amenity values* and character of the surrounding area. 4. ~~*Effects on road safety*~~ The effects on the safety, efficiency and effectiveness of the transport network. 5. Whether the *sign* would combine with existing signage on the *site* or in the surrounding area, to create visual clutter. 6. The methodology proposed to fix the *sign* to the heritage *building* or *structure*, and whether the proposal is consistent with protecting the *heritage fabric* and values of the *heritage item* 7. Whether the *sign* would necessitate the covering or removal of any decorative features or detailing of the *building* or item.

	4. Is for land and/or premises for sale or lease: there is no limit on the duration provided that once the property is sold or let, the *sign* is removed within 14 days; or 5. Is for electioneering: unless otherwise provided, the *sign* is erected no earlier than 9 weeks before the election to which it relates and is removed within 1 day of the election day, unless otherwise provided by statute; or 6. Is not attached to a listed heritage *building* or *structure* or located within the *National Grid*; and 7. All *Sign* Standards are complied with.	8. *Effects* on the safe and efficient management and operation of *infrastructure* within the *national grid*.
SIGN-R3	***Signs* attached to *buildings* (excluding scheduled heritage *buildings*)**	
All zones	**Activity status:** Permitted Where: 1. The *sign* relates to the activity undertaken on the *site* where it is located; and 2. All *Sign* Standards are complied with.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. The matters of discretion for the relevant infringed standard.
SIGN-R4	***Signs* on or attached to a scheduled heritage *building* or item**	
All zones	**Activity status:** Permitted Where: 1. The *sign* denotes the name, character or purpose of any activity that is primarily undertaken within the *building* or on the *site* containing the *building* or item; 2. The *sign* is displayed on plain wall surfaces and do not cover, or partially cover, windows or architectural features;	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. The matters of discretion for the relevant infringed standard. 2. *Effects* on the *amenity values* and character of the surrounding area.

	3. The *sign* fixtures do not damage the *building* or item; 4. The *sign* relates to the activity undertaken on the *site*; 5. There is no more than one *sign*; 6. The *sign* does not exceed 1m² in area; 7. The *sign* is not illuminated; 8. The sign is not a digital *sign;* and 9. All *signs* Standards are complied with.	3. The extent to which the quality of the *sign*, its content and the design would complement the heritage *building* or item. 4. The extent to which the *sign* would be located in a position that would traditionally be used for signage. 5. The design, size and placement of the signage and whether the signage on the *building* would detract or distract from any architectural features or the heritage values of the item and the *heritage settings*. 6. The type of signage proposed and whether it is necessary to provide for ongoing and viable uses, including *adaptive reuse*, of the *heritage item*. 7. The methodology proposed to fix the *sign* to the *building*, and whether the proposal is consistent with protecting the *heritage fabric* and values of the *heritage item* 8. Whether the *sign* would necessitate the covering or removal of any decorative features or detailing of the *building* or item. 9. Whether the intensity of any illumination would adversely affect the heritage values of the *building* or item. 10. *Effects* on *road* user and *footpath* user safety, including motorists, cyclists and *pedestrians*. 11. Whether the *sign* would combine with existing signage on the *site* or in the surrounding area, to create visual clutter.
SIGN-R5	**Freestanding *Signs***	
All zones	**Activity status:** Permitted Where: 1. The *sign* relates to the activity undertaken on the *site* where it is located;	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:**

	2. The *sign* is not located in the *national grid*; and 3. The Signs Standards are complied with.	1. The matters of discretion for the relevant infringed standard. 2. The *effects* of the appearance and content of the *sign* including: (a) *effects* on *amenity values* and character of the surrounding area; (b) the relationship of the *sign* to the businesses or activities undertaken on the *site*; and (c) adverse cumulative *effects* from multiple *signs*. 3. Whether there are any special circumstances or *functional needs* relating to the activity, *site* or surroundings, which affect signage requirements. 4. *Effects* on *road* user and *footpath* user safety, including motorists, cyclists and *pedestrians*. 5. *Effects* on the safe and efficient management and operation of *infrastructure* within the *national grid*.
SIGN-R6	***Cultural Markers***	
Māori Purpose Zone and Open Space and Recreation Zones	**Activity status:** Permitted Where: 1. The *cultural markers* are no more than 9m in *height* measured from *ground level;* and 2. The markers comply with Sign Standard SIGN-S1.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. Whether the materials of the *sign* are appropriate or pose a safety hazard for *road* users, such as reflective materials that give rise to *glare*. 2. The extent to which the *sign* may be an obstruction to sight distances, traffic or railway *signs* or signals, or unnecessarily

		intrude into a driver's field of vision or cause a distraction that affects safety for *road* users. 3. The extent to which the *sign* may physically obstruct vehicles, trains, cyclists or *pedestrians*. 4. The extent to which Ngāi Tahu cultural values or tikanga dictate the form or location of the cultural marker. 5. The matters of discretion for the relevant infringed standard.
SIGN-R7	**Digital *Signs***	
Town Centre, Local Centre, Mixed Use, Field Days and Light and General Industrial Zones	**Activity status:** Permitted Where: 1. The *sign* is not located within the *national grid*; and 2. All *Signs* Standards are complied with. 3. The sign is not visible from a state highway.	**Activity status where compliance is not achieved with:** **SIGN-R7(1):** Restricted Discretionary **Matters of discretion:** **1.** *Effects* on the safe and efficient management and operation of *infrastructure* within the *national grid*. **SIGN-R7(2):** Restricted Discretionary **Matters of discretion:** 1. The matters of discretion for the relevant infringed standard. **SIGN-R7(3):** Restricted Discretionary **Matters of discretion:** 1. The extent to which the digital sign will impact on the safety, efficiency and effectiveness of the transport network.

All other zones	**Activity status:** Non-Complying	**Activity status where compliance is not achieved:** N/A
SIGN-R8	**All other *signs***	
All zones	**Activity status:** Discretionary 1. Any signs, including associated structures, not otherwise provided for in the list of rules *Note: This rule does not apply to signage associated with Mobile Trading and Footpath Signs, which are managed through the Gore District Trading in Public Spaces Bylaw 2018.*	**Activity status where compliance is not achieved:** N/A

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Standards

SIGN-S1	Requirements for *Signs* (including *cultural markers*) erected on or adjacent to a *road* or railway	
All zones	Any *signs* erected on or adjacent to a *road* or railway must not: 1. Project over or be located within the *road* or rail corridor ~~or be located within a transport corridor~~; 2. Obstruct the line of sight and visibility of any pedestrian facility, corner, bend, intersection or vehicle or rail crossing; 3. Obstruct, obscure or impair the view of any *official sign*, traffic or railway *sign* or signal; 4. Physically obstruct or impede traffic, trains or *pedestrians*; and 5. Resemble or be likely to be confused with any traffic *sign* or signal or *official sign*. 6. Be located within 100m of any intersection, *official sign*, the start of a curve with chevron signing and pedestrian crossings within the Local Centre Zone, Mixed Use Zone, Town Centre Zone, General and Light Industrial Zone, Neighbourhood Centre Zone, Residential Zones and Settlement Zone and Open Space and Recreation Zone. 7. Be located within 200m of any intersection, *official sign*, curves with chevron signing and pedestrian crossings within the General Rural Zone, Rural Lifestyle Zone and Field Days Zones.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. Whether the materials of the *sign* are appropriate or pose a safety hazard for *road* users, such as reflective materials that give rise to *glare*. 2. The extent to which the *sign* may be an obstruction to sight distances, traffic or railway *signs* or signals, or unnecessarily intrude into a driver's field of vision or cause a distraction that affects safety for *road* users. 3. The extent to which the *sign* may physically obstruct vehicles, trains, cyclists or *pedestrians*. 4. The extent that any *sign* resembles a traffic control *sign*, warning device, or signal, or may make a traffic control *sign* or signal difficult to discern, with respect to both colour and shape, when considered from all possible driving angles and the potential *effects* on driver safety. 5. Proximity to other *signs*, *pedestrian* crossings and intersections and *effects* on the safety of *road* users including cyclists and *pedestrians*. 6. The extent to which Ngāi Tahu cultural values or tikanga dictate the form or location of the cultural marker.

	Except that this standard does not apply to *Official signs*.	
SIGN-S2	**Requirements for temporary *signs***	
All zones	1. Maximum number of *signs* per *site*: (a) on a *building* or development *site* – one per contractor and one health and safety *sign*. (b) on other *sites* - one; 2. The *sign* must be either freestanding or affixed to a *building* or *fence*; 3. Maximum *sign face area*: 3m²; 4. Maximum *height* measured from *ground level*: 3m. 5. *Signs* are not illuminated, moving, changing, flashing, retroreflective or digital.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. The purpose of the *sign*. 2. The degree of visual intrusion the *sign* would have on the surrounding *environment*. 3. The content of the *sign* and whether the signage would promote the ~~wellbeing~~ well-being of the community through advertising events or providing information. 4. The extent to which the impacts of the signage would be increased or lessened due to: (a) the visibility of the *sign*; (b) the length of the *road* frontage; (c) the shape of the *site*, topography, natural and built features in the surrounding area; and/or (d) vegetation or other mitigating factors. 5. Other signage in the locality and the potential for confusion or clutter. 6. The *effects* on the safety of *road* and *footpath* users, including cyclists and *pedestrians*.
SIGN-S3	**Requirements for digital *signs***	
Local Centre, Mixed Use,	1. Digital *signs* must not: (a) display live broadcast or pre-recorded video.	**Activity status where compliance is not achieved:**

Town Centre, General and Light Industrial Zones and Field Days Zone	(b) display still images for a duration ~~of no less~~ ~~more~~ of less than 10 seconds. (c) contain any movement or animation of the images displayed on the screen. (d) display any flashing images. (e) contain any retro-reflective material on the screen. (f) transition between still images apart from cross-dissolve of a ~~maximum~~ minimum of 0.5 seconds. (g) provide any sound associated with the screen, nor install sound equipment as part of the screen. 2. Digital *signs* must incorporate lighting control to adjust brightness in line with ambient light levels. 3. Digital *signs* (excluding official signs) which are visible from and/or located on a site adjacent to a state highway must comply with the maximum luminance levels in SIGN-Table 3.	Restricted Discretionary **Matters of discretion:** 1. The matters of discretion for SIGN-S2.
SIGN-S4	**Requirements for freestanding *signs***	
Local Centre, Mixed Use and Town Centre Zones	1. Any *sign* must~~:~~ ~~(a)~~ be *setback* at least 0.5m from the *road boundary*~~; and~~ ~~(b) be at least 2.6 metres above the level of ground beneath the *sign*~~. 2. Maximum number of *signs* per *site*: one, except where: (a) the *site* has more than one *road* frontage, in which case the maximum number of *signs* per *site* is two, provided each *sign* is located on a different *road* frontage; or (b) a *site* has more than 20m of *road* frontage, in which case freestanding *signs* are limited to a maximum of two; and	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. The matters listed in SIGN-S2.

	3. Maximum *sign face area*: 4m²; and 4. Maximum *sign height* measured from *ground level*: 4m 5. Any internal or external lighting of the *sign* must not result in *glare* or *light spill* beyond the *site* on which it is located.	
Light and General Industrial Zones	1. Any *sign* must: ~~(a)~~ be *setback* at least 0.5m from the *road boundary*~~; and~~ ~~(b) be at least 2.6 metres above the level of ground beneath the *sign*~~. 2. Maximum number of *signs* per *site*: one, except where: (c) the *site* has more than one *road* frontage, in which case the maximum number of *signs* per *site* is two, provided each *sign* is located on a different *road* frontage; or (d) a *site* has more than 20m of *road* frontage, in which case freestanding *signs* are limited to a maximum of two; and 3. Maximum *sign face area*: 5m²; and 4. Maximum *sign height* measured from *ground level*: 4m 5. Any internal or external lighting of the *sign* must not result in *glare* or *light spill* beyond the *site* on which it is located.	**Matters of discretion if compliance is not achieved:** 1. The matters listed in SIGN-S2.
General Rural Zone	1. Any *sign* must~~:~~ ~~(a)~~ be *setback* at least 1.5m from the *road boundary*~~; and~~ ~~(b) be at least 2.6 metres above the level of ground beneath the *sign*~~. 2. The *sign* must not be placed within 15m of any existing directional *sign*, where adjacent to and visible from a *road* reserve;	**Matters of discretion if compliance is not achieved:** 1. The matters listed in SIGN-S2.

	3. Maximum number of *signs* per *site*: one; Except where *signs* are for the purpose of providing direction or identification and are either: (a) not visible from a *public place* or (b) the maximum *sign face* is no greater than 0.25m² the maximum number of *signs* per site is five. 4. Maximum *sign face area*: 3m²; and 5. Maximum *sign height* measured from *ground level*: 3m. 6. *Signs* are not illuminated internally or subject to external lighting directed towards the *sign*.	
Open Space and Recreation Zones	1. Any *sign* must~~:~~ ~~(a)~~ be *setback* at least 1.5m from the *road boundary*~~; and~~ ~~(b) be at least 2.6 metres above the level of ground beneath the *sign*~~. 2. The *sign* must not be placed within 15m of any existing directional *sign*, where adjacent to and visible from a *road* reserve; 3. Maximum number of *signs* per *site*: one; 4. Maximum *sign face area*: 2m²; 5. Maximum *sign height* measured from *ground level*: 3m; and 6. *Signs* are not illuminated internally or subject to external lighting directed towards the *sign*.	**Matters of discretion where compliance is not achieved:** 1. The matters listed in SIGN-S2.
General Residential, MDRZ, LLRZ, Neighbourhood	1. Any *sign* must~~:~~ ~~(a)~~ be *setback* at least 0.5m from the *road boundary*~~; and~~ ~~(b) be at least 2.6 metres above the level of ground beneath the *sign*~~.	**Matters of discretion where compliance is not achieved:** 1. The matters listed in SIGN-S2.

Centre, Settlement and Rural Lifestyle Zones	2. The *sign* must not be placed within 15m of any existing directional *sign*, where adjacent to and visible from a *road* reserve; 3. Maximum number of *signs* per *site*: one; 4. Maximum *sign face area*: 1m²; 5. Maximum *sign height* measured from *ground level*: 2.5m; and 6. *Signs* are not illuminated internally or subject to external lighting directed towards the *sign*.	
Field Days Zone	1. The *sign* must not be placed within 50m of a *road* reserve; 2. *Signs* are not illuminated internally or subject to external lighting directed towards the *sign*.	**Matters of discretion where compliance is not achieved:** 1. The matters listed in SIGN-S2.
SIGN-S5	**Requirements for *signs* attached to *buildings* (including under veranda and veranda fascia)**	
Town Centre, Local Centre, Neighbourhood Centre and Mixed Use Zone	1. There is no more than one *sign* per *site*. 2. *Signs* shall not extend above the maximum *height* of the *building*. 3. Any internal lighting of the *sign* must not result in *glare* or *light spill* beyond the *site* on which it is located. 4. No external lighting shall be directed towards the *sign*. 5. *Signs* must be a minimum of 2.5m above any *footpath*. 6. The maximum area of the *sign* is 5m² or 10% of the *building* façade whichever is the lesser.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. Whether the signage on the *building* would impact on the visual amenity of the *building*, *site* and surrounding area. 2. Whether the signage on the *building* would detract and distract from any architectural features. 3. The off-*site effect* of *glare* and *light spill*.

	7. Where the *sign* is attached to a *building* in the Core Precinct, the *sign* is located below the veranda or on the veranda fascia.	
General and Light Industrial Zones	1. There is no more than one *sign* per *site*. 2. *Signs* shall not extend above the maximum *height* of the *building*. 3. Any internal lighting of the *sign* must not result in *glare* or *light spill* beyond the *site* on which it is located. 4. No external lighting shall be directed towards the *sign*. 5. *Signs* must be a minimum of 2.5m above any *footpath*. 6. The maximum area of the *sign* is ~~7m² or~~ 10% of the area of the *building* façade to which it is attached ~~whichever is the lesser~~.	
All other zones	1. Maximum signage area: 1m², provided the *sign* is attached for its full width and length to the façade of the *building*, or painted directly onto the *building*. 2. The *sign* shall not extend above the *height* of that portion of the *building* on which it is located. 3. No internal lighting is provided. 4. No external lighting shall be directed towards the *sign*.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. Whether the increased amount of signage on the *building* would impact on the visual amenity of the *building*, *site* and surrounding area. 2. Whether the increased amount of signage on the *building* would detract and distract from any architectural features. 3. The off-*site effect* of *glare* and *light spill*.
SIGN-S6	**Maximum words and / or symbols**	
All Zones	1. Any *sign* located adjacent to a State Highway must not contain any more than 6 words and/or symbols with a maximum of 40 characters.	**Activity status where compliance is not achieved:** Restricted Discretionary

		Matters of discretion: 1. The *effect* on driver safety and concentration as a result of increased symbols or lettering.
SIGN-S7	**Requirements for lettering on *signs***	
All zones	1. The lettering on *signs* must comply with the minimum lettering sizes in SIGN-Table 1.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. The *effect* on driver safety and concentration as a result of reduced lettering sizes; 2. The nature of the text, lettering, fonts and images and whether these could make interpretation of the *sign* difficult for drivers and/or cause adverse *road* safety *effects*.
SIGN-S8	**Minimum distances between signs on a site adjoining the State Highway**	
	1. The distance between *signs* on sites adjoining the state highway must comply with the distances in SIGN-Table 2.	**Activity status where compliance is not achieved:** Restricted Discretionary **Matters of discretion:** 1. The adverse *effects* on the safe and efficient use of the state highway and the safety of road users.

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SIGN-Table 1 Minimum Lettering Sizes on *Signs* ~~Intended to be Read~~ visible from a Public *Road*			
~~Regulatory Speed Limit of Adjoining *Road*~~ Posted Speed Limit (km/hr)	Main Message	~~Main Message~~	Secondary Message
Km/hour	Minimum Lettering *Height* (mm)	~~Maximum Lettering *Height* (mm)~~	Maximum Lettering *Height* (mm)
0 – 50	100	~~150~~	75
60	175		90
~~51 –~~ 70	~~150~~ 200	~~200~~	100
~~71 –~~ 80	~~175~~ 250	~~250~~	125
81 +	~~200~~ 300	~~300~~	150

SIGN-Table 2 Minimum distances between signs on sites adjoining the state highway	
Posted Speed Limit (km/hr)	Minimum ~~Visibility Distances~~ Spacing (m)
50	80
60	~~105~~ 55
70	~~130~~ 60
80	~~175~~ 70
100	~~250~~ 80

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SIGN–Table 3 Maximum luminance (cd/m2) levels for digital signs	
Zones	Luminance (cd/m²)
Residential zones	250
Rural zones	0.1
Commercial and Mixed Use zones	350
Industrial zones	350
Open Space & Recreation zones	0.1
Special Purpose zones	0.1